

# AGE-FRIENDLY BUSINESS CERTIFICATION



## What is the Age-Friendly Business Certification?

- Fort Worth has taken many steps to be an Age-Friendly city. To further our success, we now offer the Certified Age-Friendly Business designation for local businesses.
- Certified Age-Friendly Businesses can expect:
  - Listing in a printed Age-Friendly Business Directory that will be distributed by the City of Fort Worth and community partners.
  - Promotion through the City of Fort Worth's website and online Age-Friendly Business Directory.
  - Decals and graphics for your storefront, website and social media to display your designation as a Certified Age-Friendly Business.
- To become a Certified Age-Friendly Business, simply complete the Age-Friendly Business Checklist and commit to make any identified improvements within the given time period.

## AGE-FRIENDLY BUSINESS CERTIFICATION

Certified Age-Friendly Businesses can display their designation with the Age-Friendly Fort Worth Business logo.



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# **BENEFITS**

## **A Growing Market**

- The 50+ age group is growing fast and presents businesses an opportunity to reach a growing market demographic.
- Dallas-Fort Worth 50+ population in 2018.....2,328,277 (29.24%)
- Dallas-Fort Worth estimated 50+ population in 2050.....5,542,297 (32.84%)

## **Good For Business**

- The Age-Friendly Business designation is a marketing tool that demonstrates to customers that you value their business by providing a welcoming and safe experience for all age groups and abilities.
- Age-Friendly Businesses will be highlighted in an Age-Friendly Business Directory with both print and online versions promoted by the City of Fort Worth.

## **Good For Customers**

- Age-Friendly Business improvements benefit customers of all ages and abilities in terms of access, ambience and communication.
- Customers feel valued when accommodations are tailored to their needs.

## **Good For Community**

- Age-Friendly Businesses expand the livability of neighborhoods by increasing access to goods and services while fostering inclusion.
- Age-Friendly Businesses provide greater independence and dignity for residents of all ages and abilities, allowing Fort Worth residents to age in place.

## **Easy & Affordable**

- Most Age-Friendly Business improvements can be made simply with little or no cost.
- Most businesses already have some Age-Friendly features in place so any needed improvements will likely be small in scale while providing a big impact.